

Usman Zahid

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Summary:- Qualified sales and marketing professional with almost 10 years of experience growing revenue and expanding market share by fostering business development initiatives and building client relationships. Adept at analyzing customer needs, assessing risk, and leading, closing, and maintaining relationship-based sales efforts. Recognized ability for training personnel, adapting quickly to changing marketplaces, and solving problems.

Educational & Professional Career Summary:-

Qualification:

- **Bachelors of Business Administration** – 2016
Umt, Lahore
- **A-Level** – 2010
St. Anthony's High School
- **O-Level** – 2008
St. Anthony's High School

Work Experience:

- **Royal Cyber** – DHA Phase8 Lahore
Specialist Inside Sales – Sep '23 – Present
- **Systems Ltd** – DHA Phase8 Lahore
Specialist Inside Sales – Dec '21 – July '23
- **PureLogics** – Johar Town Lahore
Account Executive – July '21 – Oct '21
- **SmashCloud** – DHA Lahore
Business Development Executive – Nov '17 – Apr '21
- **RedSignal** – Johar Town Lahore
Business Development Executive – Sep '17 – Nov '17
- **Rayman Solutions** – Model Town Lahore
Manager Business Development and Customer Success – Sep '12 – Sep '17
- **Global BPO Services** – MM Alam Rd Lahore
Team Lead Marketing and Business Development – Jul '11 – Aug '12
- **Ionics Solutions** – Kalma Chowk Lahore
Business Development Executive – Feb '11 – Jun '11
- **ArvoTech** – Main Boulevard Gulberg Lahore
Business Development Executive – Nov '10 – Jan '11

Internship:

- **Origins (Ready To Wear)** – Mall Rd Lahore – May '15 – Jun '15

Work Experience:-

Systems Ltd – DHA Phase 8 Lahore Specialist Inside Sales – Dec '21 – July '23

- Responsible for prospecting, qualifying and generating new sales leads in US, Canada and Europe market;
- Generating multi-tier lead generation sales opportunities by selling Salesforce, Microsoft Dynamics 365, CRM, Business Intelligence, AI, Robotic Process Automation, eCommerce solutions in Retail, Wholesale, CPG, Healthcare, Financial, and Manufacturing industries;
- Conducting research by using different B2B search engines e.g., LinkedIn, ZoomInfo, Cognism and other business sites e.g., Forbes, McKinsey, Business Times etc. to identify potential prospects and to keep myself up-to-date with innovations and latest technology developments;
- Identifying appropriate buyers within the target market and conducting peer-level conversations with senior executives in finance, operations, information technology, sales and marketing;
- Conducting a needs analysis and determine prospects pain points;
- Answering all queries of customers and prospects and handling all of their objections tactfully;
- Scheduling and managing well-qualified appointments for sales personnel;
- Aggressively following up on leads and converting them into sales opportunities;
- Building and cultivating prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel;
- Managing data for new and prospective clients in MS Dynamics365 CRM, ensuring all communications are logged, information is accurate and documents are attached;
- Scheduling B2B & B2C appointments at international conferences for sales personnel.

PureLogics – Johar Town Lahore Account Executive – July '21 – Oct '21

- Identifying potential prospects and develop relationships based on business buying behavior;
- Cold-calling to potential prospects (businesses) to identify their staffing needs;
- Identifying the decision-makers within targeted leads to begin the sales process;
- Creating and maintaining a list/database of prospect clients; maintaining database (Salesforce, Close.io, Hubspot, CRM, Excel, etc.) of prospective client information;
- Follow-up calls to existing clients via phone and email for up-selling and cross-selling;
- Handling inbound, unsolicited prospects calls and convert them into sales;
- Maintaining and expanding the company's database of prospects;
- Creating and executing mass email campaigns to promote company's services;
- Protects organization's value by keeping information confidential.

Smash Cloud Media – DHA Lahore Business Development Executive – Nov '17 – Apr '21

- Identifying, qualifying, and securing business opportunities; coordinating business generation activities; developing and managing relationship with IT Enterprises Internationally, to build partnership and collaborate on IT Projects;
- Creating and maintaining a list/database of prospect clients; maintaining database (Salesforce, Close.io, Hubspot, CRM, Excel, etc.) of prospective client information;
- Contacting potential clients via email and phone to establish rapport and set up meetings;
- Understanding client needs and offering solutions; answering potential client questions and follow-up call questions; responding to client requests for proposals (RFPs);
- Building business relationships with potential clients;
- Maintaining a pipeline of all sales administration using Salesforce software;
- Collaborating with seniors on business targets, planning, and forecasting; maintaining short- and long-term business development plans;
- Protects organization's value by keeping information confidential.

Red Signal – Johar Town Lahore

Business Development Executive – Sep ‘17 – Nov ‘17

- Responsible for identifying and acquiring new partnership opportunities with IT corporate and provides them with IT based solutions including Web/Mobile Apps, Game Development and Cloud based solutions;
- Develop and maintain an accurate list of prospects and clients in Client Relationship Management system and provide reports on weekly basis;
- Contacting prospective clients via email and call to reserve meetings; developing business with offshore prospects for generating win win opportunities;
- Generating leads for company accounts through various channels including LinkedIn Navigator;
- Responsible for achieving defined KPIs by the management;
- Engage in routine dialogue with team members to coordinate and strategize on new business opportunities, client meetings, and other business development activities;
- Assisting and providing training to new hires and team members; conducting learning need analysis for the team members;

Rayman Solutions – Model Town Lahore

Manager Business Development and Customer Success – Sep ‘12 – Sep ‘17

- Managing the daily running of the company, including sourcing equipment, effective resource planning and implementing business strategies and operations;
- Carrying out needs assessments, performance reviews and cost/benefit analysis;
- Setting and meeting performance targets for speed, efficiency, sales and quality;
- Ensuring all relevant communications, records and data are updated and recorded;
- Advising clients on products and services available;
- Liaising with supervisors, team leaders, operatives and third parties to gather information and resolve issues;
- Maintaining up-to-date knowledge of industry developments and involvement in networks;
- Monitoring random calls to improve quality, minimize errors and track operative performance;
- Coordinating staff recruitment, including writing vacancy advertisements and liaising with HR staff;
- Reviewing the performance of staff, identifying training needs and planning training sessions;
- Recording statistics, user rates and the performance levels of teams and preparing reports;
- Handling the most complex customer complaints or enquiries;
- Organizing staffing, including shift patterns and the number of staff required to meet demand;
- Coaching, motivating and retaining staff and coordinating bonus, reward and incentive schemes;
- Forecasting and analyzing data against budgeted figures on weekly and/or monthly basis.

Global BPO Services – MM Alam Rd Lahore

Team Lead Marketing and Business Development – Jul ‘11 – Aug ‘12

- Improving the team & facilitating the communication among the team members;
- Exceeding & meeting the departmental objectives, including conversion targets & lead generation;
- Creating sense of ownership within the employees & resolving employee's issues, if any;
- Encouraging, motivating & supporting actively one's peer team;
- Looking constantly for development as well as the continuous improvement of the entire team;
- Monitoring, organizing & coaching team on a day-to-day basis;
- Communicating the company's purpose, core values, vision to the front employees;
- Handling escalated calls, complaints, questions & queries as necessary;
- Creating a conducive work environment for all the employees;
- Carrying out team meetings and actively participating weekly and monthly meetings.

Ionics Solutions – Kalma Chowk Lahore
Business Development Executive – Feb ‘11 – Jun ‘11

- Establishing contact with new and existing customers to drive sales;
- Understanding customer’s needs and objections;
- Communicating with customer success executives to overcome objections;
- Proposing available packages and/or services tailored to the customers’ needs;
- Ensuring the highest level of satisfaction of the customers at all times;
- Achieved monthly sales targets.

ArvoTech – Main Boulevard Gulberg Lahore
Business Development Executive – Nov ‘10 – Jan ‘11

- Identifying, researching and targeting new business prospects; selling the company services via phone and gaining new appointments from hot and cold leads;
- Managing and maintaining databases of potential clients;
- Developing strong working relationships with prospective new clients;
- Producing monthly pipeline reports for management purposes.

Origins (Ready to Wear) – Mall Rd Lahore
Internship – May ‘15 – Jun ‘15

- Coordinate all operational activities and process at outlets;
- Be accessible and respond to staff/manager enquiries in a timely manner.

Core Competencies

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|---------------------------|--------------------------|-------------------------------|
| 1. Strategic Planning | 2. Revenue Enhancement | 3. Solution Selling |
| 4. Operational Excellence | 5. Relationship Building | 6. Communication |
| 7. Resource Allocation | 8. Team Leadership | 9. Customer & Staff Relations |
| 10. Project Management | | |

Personal Information:-

Father’s Name: Ch. Zahid Hussain

Marital Status: Engaged

Religion: Islam

Language Competency: English, Urdu, Punjabi

